



PLANNING REPORT

Administrative Review Team

Thursday, September 8, 2022

Dublin Bridal Sign 22-116MPR

<https://dublinohiousa.gov/art/22-116>

Case Summary

Address	4545 W. Dublin-Granville Rd, Dublin, OH 43017
Proposal	Installation of a new wall sign, gooseneck sign lighting, and replacement of storefront awnings with new fabric color at an existing 3,140 SF tenant space within the Shoppes at River Ridge.
Request	Review and approval of a Minor Project Review under the provisions of Zoning Code Section 153.066.
Zoning	BSD-SRN: Bridge Street District – Scioto River Neighborhood
Planning Recommendation	<u>Approval of Minor Project Review with Condition</u> Planning recommends approval, with the condition that the applicant works with Planning Staff to determine final color for awnings.
Next Steps	Upon review and approval from the Administrative Review Team, the applicant may file for a permit through Building Standards.
Applicant	Bruce Culver, Steward's Drafting + Design LLC
Case Manager	Nicholas Eastham, Planning Assistant (614) 410-4696 neastham@dublin.oh.us Christopher Will, AICP, Planner (614) 410-4498 cwill@dublin.oh.us

Site Location Map

22-116MPR | Dublin Bridal Sign



Existing Tenant Space



1. Background

Site Summary

This site is a 3,140 SF storefront within the Shoppes at River Ridge development, located south of the West Dublin-Granville Road and Dale Drive intersection. The Shoppes at River Ridge development was built in 2007, prior to the Bridge Street District Vision. The tenants within this 12.68 - acre shopping plaza primarily provide banking, retail, food, and personal services. The mixed-use Bridge Park development zoned BSD-SRN is to the north of the site, with the businesses south of the shopping plaza zoned CC - Community Commercial.

History

In January 2022, the Planning and Zoning Commission recommended rezoning, with City Council later approving the rezoning of the Shoppes at River Ridge from BSD-C to BSD-SRN.

In July 2014, the Administrative Review Team approved a Minor Project Review of a previous tenant at the 4545 W Dublin-Granville Rd space to construct a new 20-square-foot wall sign, with the condition to cover existing lighting above sign.

Process

The ART BSD Minor Project Review is a single-step process. Upon review and approval from the ART, the applicant may file for a permit through Building Standards.

2. Bridge Street District Code and Guidelines

BSD-SRN: Bridge Street District – Scioto River Neighborhood

The standards of the BSD-SRN District are “intended to create an active, walkable destination through integration of a vibrant mix of uses.” The intention of signage guidelines in this district are to “enhance the physical appearance of the BSD zoning districts and the city as a whole by encouraging high quality, effective outdoor graphics for the purposes of navigation, information and identification.” This intention includes to:

- “Provide sign standards that allow fair competition while ensuring that signs used by individual businesses will contribute to the urban vitality, interest, and uniqueness of the Bridge Street District.
- Provide aesthetic standards that ensure adherence to the high level of design and construction quality expected by the community.
- Provide the public with a safe and effective means of locating businesses, services and points of interest by multiple modes of transportation.
- Provide standards for signs that are appropriately scaled to the pedestrian realm and designed to enliven the pedestrian experience.
- Regulate signs in accordance with applicable federal and state law.”

3. Project

The applicant proposed to install a non-illuminated wall sign, gooseneck sign lights, and change the color of existing awning fabric at an existing tenant space.

Wall Sign

The proposed non-illuminating wall sign is 23' in area, has a height of 2' 3", and a width of 10'. The sign letters are in a white color, made of aluminum, and have a height of 15". These letters are individually screw-mounted to an iron-ore grey aluminum sign background, which has a depth of 3". The sign is 14' 5" from the established grade, and is located above the tenant storefront entry. Code permits to have up to two wall signs, limited to three colors, a maximum height of 8', be within 15' of grade, and a maximum size of 24 SF. The proposed sign meets all requirements.



Existing sign at previous applicant location, like sign design proposed for new location

Lighting

The applicant has proposed three gooseneck lamps with shades 12" in width and 12.5" in height. The wall mounts are 24" in length. Both the lamp shades and wall mounts are metal, and are in a Satin Black finish. These lamps feature a clear, glass, 90 W LED bulb.

Awnings

There are two existing green awnings above storefront windows along the front (north) elevation and one existing awning on the side (west) elevation. The applicant proposed to replace the awning fabric colors with Black, Slate, Smoke, or Charcoal grey. The final awning color has not been selected. The proposed colors compliment the proposed sign character. The applicant should work with Planning Staff to determine final awning color to replace existing awnings.

4. Plan Review

Minor Project Review Criteria

Criteria	Review
1. The Minor Project shall be consistent with the Community Plan, and all BSD adopted plans, policies, and regulations.	Criteria met: The proposal is consistent with adopted plans, policies, and regulations of the BSD.
2. The Minor Project is consistent with the approved Final Development Plan.	Criteria met: The site is presently developed and no significant alternations are proposed to the site layout.
3. The Minor Project is consistent with the record established by the Administrative Review Team.	Criteria met: The proposed sign is consistent with the record established by the ART.
4. The Minor Project meets all applicable use standards;	Criteria met: The proposed sign meets all applicable use standards.
5. The proposed improvements meet all applicable requirements of the BSD Code and respond to the standards of the BSD Design Guidelines.	Criteria met with condition: The proposed wall sign meets all applicable requirements of Standard Zoning Regulations as required by the BSD Code. The applicant should work with Planning Staff to determine final awning color to replace existing awnings.

Reccomendation

Planning Recommendation: Approval of the Minor Project with one condition:
1) That the applicant work with Planning Staff to determine final awning color to replace existing awnings.